What is claimed is:

1. A method for providing incentive comprising:

storing predetermined goal data of a participant, the goal data
including at least one minimum threshold level of
performance;

storing historical performance data of the participant;

comparing the historical performance data to the predetermined goal
data, and generating a result indicating the extent to which
historical performance data satisfies the predetermined goal
data; and

transmitting the result to at least one destination.

2. The method of claim 1, further comprising communicating the result to the
participant.

3. The method of claim 1, wherein the participant is a natural person.

4. The method of claim 1, wherein storing predetermined goal data further
includes storing reward data corresponding to each of the at least one
minimum threshold level of performance.

5. The method of claim 1, wherein the predetermined goal further comprises an
identification of one of the at least one minimum threshold level of
performance as the desired level of performance.

6. The method of claim 5, wherein the at least one minimum threshold level of
performance is predetermined by a sponsor of the participant and the
identification of one of the at least one minimum threshold level of

performance as the desired level of performance is determined by the participant.

7. The method of claim 1, wherein the predetermined goal data is an amount of sales attributed to the participant.

8. The method of claim 1, wherein the predetermined goal data is a measure of compliance with safety rules, the measure of compliance being attributed to the participant.

9. The method of claim 1, wherein the predetermined goal data is a measure of efficiency attributed to the participant.

10. The method of claim 1, wherein the predetermined goal data is a measure of training completed by the participant

11. The method of claim 1, wherein the predetermined goal data is a measure of cost-saving attributed to the participant

12. The method of claim 1, wherein the predetermined goal data is a measure of the number of displays installed by the participant

13. The method of claim 1, wherein the predetermined goal data is a measure of number of demonstrations conducted by the participant

14. The method of claim 1, further comprising:
   generating a list of a plurality of eligible participants;
   storing the list of the plurality of eligible participants;

communicating to each individual eligible participant of the list of the

plurality of eligible participants information indicating the

eligibility of the participant; and

receiving from at least one of the plurality of eligible participants,

information indicating consent to designation as a participant.

15.   The method of claim 1, further comprising:

receiving from the participant the predetermined goal data of the

participant.

16.   The method of claim 1, further comprising:

receiving from a sponsor of the participant the predetermined goal

data of the participant.

17.   The method of claim 1, wherein the comparing is a quantitative equating of

the historical performance data to the predetermined goal data to determine if

the performance data satisfies a minimum threshold of the predetermined

goal data.

18.   The method of claim 1, wherein storing predetermined goal data of a

participant occurs after the storing historical performance data of a

participant.

19   The method of claim 1, wherein the predetermined goal data includes data

quantifying at least one measure of anticipated performance.

20.   The method of claim 1, wherein the predetermined goal data includes data

quantifying at least one measure of time corresponding to the at least one

measure of performance.

21.   The method of claim 1, further comprising issuing an award based on the result.

22.   The method of claim 21, further comprising receiving data indicating at least one perquisite award corresponding to the predetermined goal data of the participant.

23.   The method of claim 21, wherein the data indicating at least one perquisite award corresponding to the predetermined goal data of the participant is generated by the participant.

24.   The method of claim 1, further comprising:
       heuristically modifying the predetermined goal data using the
              historical performance data of the participant.

25.   The method of claim 24, wherein modifying the predetermined goal data includes modifying the at least one minimum threshold level.

26.   A computer-readable medium having computer-executable instructions to cause a computer to perform a method comprising:
       storing predetermined goal data of a participant;
       storing performance data of the participant;
       comparing the performance data to the predetermined goal data to
              determine if the performance data satisfies the predetermined
              goal data; and
       transmitting the result of the comparison to at least one destination.

27.   The computer-readable medium of claim 26, further comprising:
       heuristically modifying the predetermined goal data using the
              historical performance data of the participant.

25

28.   The computer-readable medium of claim 26, wherein the predetermined goal further comprises an identification of one of the at least one minimum threshold level of performance as the desired level of performance.

29.   The computer-readable medium of claim 28, wherein the at least one minimum threshold level of performance is predetermined by a sponsor of the participant and the identification of one of the at least one minimum threshold level of performance as the desired level of performance is determined by the participant.

30.   A computerized incentive program system comprising:

a storage system for storing predetermined goal data of a participant and for storing performance data of a participant;

a comparator component operatively coupled to the storage system for comparing the performance data to the predetermined goal data to determine if the performance data satisfies the predetermined goal data; and

a transmitter operatively coupled to the comparator for transmitting the result of the comparison to a destination.

31.   The computerized incentive program system of claim 30, wherein the transmitter encodes the result pursuant to the capabilities, format, and protocols of one or more devices selected from the group consisting of a mass storage device, computer display, printer, an interactive voice response system, a telephone, a voicemail system, a pager, a multimedia-enabled computer, an email system, a computer display monitor, a personal digital assistant, and a personal communication system phone.

32. The computerized incentive program system of claim 30, wherein the storage system is a computer executing a relational database management system.

33. The computerized incentive program system of claim 30, wherein the destination includes one or more devices selected from the group consisting of a telephone, a voicemail system, a pager, a multimedia-enabled computer, an email system, a computer display monitor, a personal digital assistant, and a personal communication system phone.

34. The computerized incentive program system of claim 30, wherein the predetermined goal data further comprises an identification of one of the at least one minimum threshold level of performance as the desired level of performance.

35. The computerized incentive program system of claim 34, wherein the at least one minimum threshold level of performance is predetermined by a sponsor of the participant and the identification of one of the at least one minimum threshold level of performance as the desired level of performance is determined by the participant.

36. A computer-readable medium having stored thereon a transaction data structure comprising:

a transaction type field containing data representing an identifier of a particular transaction;

an activity type field containing data representing an activity for the particular transaction identified by the transaction type field;

a source type field containing data representing a source for the particular transaction identified by the transaction type field; and

27

a date/time-stamp field containing data representing a date/time-stamp for the particular transaction identified by the transaction type field.

37. A system for transacting in electronic commerce comprising:

a processor;

a storage device coupled to the processor; and

software means operative on the processor for:

electronically maintaining a database in the storage device identifying predetermined goal data of a participant that includes at least one minimum threshold level of performance;

electronically maintaining a database in the storage device identifying storing historical performance data of the participant;

comparing the historical performance data to the predetermined goal data and generating a result indicating the extent to which historical performance data satisfies the predetermined goal data;

transmitting the result of the comparison to at least one destination; and

communicating the result to the participant.

38. The system for transacting in electronic commerce as in claim 34, wherein the software means further comprises means for heuristically modifying the predetermined goal data using the historical performance data of the participant.

39. The system for transacting in electronic commerce as in claim 34, wherein the predetermined goal data further comprises an identification of one of the at least one minimum threshold level of performance as the desired level of performance.

28

40. The system for transacting in electronic commerce as in claim 39, wherein the at least one minimum threshold level of performance is predetermined by a sponsor of the participant and the identification of one of the at least one minimum threshold level of performance as the desired level of performance is determined by the participant.